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LEXICAL-SEMANTIC ANALYSIS OF ENGLISH LOANWORDS IN CONTEMPORARY SPANISH MASS MEDIA

This study is devoted to the study of the lexical-semantic characteristics of loanwords of English origin in modern Spanish mass media. The study systematically analyzed the causes of the emergence of Anglicisms, the ways in which they entered the language and their use in media discourse. It was determined that these words are not only used to express new concepts, but also undergo semantic transformation, expanding the functional capabilities of the language.

As a result of the study, it was determined that they perform informative, expressive and prestige functions in the Spanish media, as well as influence the formation of the global communication environment. At the same time, it was noted that their excessive use can affect the normative system of the language and the national lexical reserve. Consequently, the balanced and purposeful use of loanwords of English origin is of great importance in terms of ensuring the optimal balance between modern language development and the preservation of national linguistic identity.

In the world of rapid development of information and communication technologies, interlingual interaction has significantly strengthened. This situation leads to rapid integration across the fields of language, culture, economy and politics. English has taken an unambiguous position in the fields of international communication, science, technology, business and media, and has penetrated the lexical system of other languages on a large scale. This influence is manifested in processes such as the emergence of new lexical units in Spanish, the semantic transformation of existing words and changes in language norms.

Keywords: *loanwords of English origin, Spanish language, mass media, lexical-semantic analysis, globalization, media discourse.*

Statement of the problem. The study involves the analysis of loanwords of English origin not only as lexical units, but also as language elements that undergo semantic transformation and carry communicative functions. The integration of these words into the lexical system of the Spanish language, the reasons for their use and the discursive changes they create in the modern media environment are the main directions of the study. For this purpose, a number of tasks are intended to be performed. The reasons for the emergence and spread of loanwords from English in modern Spanish are determined. The role of globalization and information and communication technologies in this process is analyzed. Then, loanwords of English origin widely used in the discourse of Spanish mass media are systematized and their distribution in certain areas is carried out. The lexical and semantic properties of these words are examined, their transformation processes such as expansion, contraction, metaphorical and contextual change in meaning are analyzed, and the functions they perform in media discourse are determined. It also evaluates the effects of the use of English loanwords on the normative system of the Spanish language and language policy. Finally, based on the results obtained, generalized scientific conclusions are drawn on the use of English loanwords and practical recommendations are formulated.

This research is carried out in accordance with the main directions of linguistics and is based on the

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integration of various theoretical approaches. Within the framework of sociolinguistics, the interaction between language and society is investigated, and the relationship of language changes to social, cultural and technological factors is explained. This helps to link the spread of English loanwords with globalization and changes in the communication environment.

In the field of lexicology, the structure, development and ways of enrichment of the vocabulary of the language are analyzed. Here, the principles of the entry of English loanwords into the Spanish language, their structural and semantic features are examined.

Through the discourse analysis approach, how these words are used in a specific communicative environment, especially in media texts, is studied. This creates conditions for determining their functional and pragmatic role within the text.

The joint application of the mentioned theoretical directions allows for a comprehensive analysis of the use of English loanwords in modern Spanish media.

Analysis of recent research and publication. Mass media play a key role in the spread of linguistic influence. The widespread use of the Internet and social networks, the acceleration of the flow of information, and the prompt dissemination of international news have led to the intensive use of words borrowed from English in the Spanish media [2; 3]. Since the media language is changeable, it contributes to the rapid adoption and transmission of new terms and expressions to a wide audience.

Words of English origin observed in the Spanish media are lexical units used to express new concepts, along with elements that create significant changes in the semantic structure of the language [6; 5]. These words are widely used in various fields, especially in the context of economics (startup, marketing, business), technology (software, online, streaming), culture and social media (influencer, trend, content). This shows that words of English origin are not only filling the terminological gap, but also have an impact on the formation of new communicative and discursive models [1].

The use of words of English origin affects the functional styles of the language. In media discourse, such words are often characterized as symbols of modernity, global integration and innovation [3]. In some cases, the excessive use of these words leads to disputes about the preservation of national language norms and the purity of the language. For this reason, the use of words of English origin is an area that should be studied not only from a linguistic, but also from a cultural and ideological perspective. The lexical-semantic analysis of English loanwords in modern Spanish mass media is important not only for understanding the internal development patterns of the language, but also for understanding the features of interlingual interaction in the context of globalization. Research conducted in this area, being located at the intersection of such fields as sociolinguistics, discourse analysis and lexicology, helps to deeply explain the modern transformation processes of the language [14; 13].

Task statement. The main purpose of the article is to deeply investigate the lexical-semantic properties of loanwords of English origin used in Spanish mass media and to determine their functional role in media discourse.

Outline of the main material of the study. The loanwords of English origin used in modern Spanish mass media are divided into various groups according to their structural, semantic and functional characteristics. This classification helps to understand the process of their entry into the language, the level of adaptation and their role in the communicative environment. The dynamic and operative nature of the media language allows this process to occur more quickly and in a multifaceted manner.

The first group consists of the loanwords that have entered Spanish almost unchanged. These words mainly retain their originality and are widely used, especially in the fields of technology, business, economics and digital communication. For example, along with words such as marketing, online, influencer, streaming, units such as software, hardware, startup, podcast, hashtag, email, blog, smartphone, gaming, networking are also often found in modern media. The use of these words is explained by several reasons. First, the need for operative and precise expression of new concepts determines their acceptance without translation. Second, the preservation of a single terminology in the global information environment leads to the widespread spread of these words. Third, these lexical units create semantic nuances in media discourse, such as modernity, technological development, and international integration. Such words are sometimes presented in italics or in quotation marks, which indicates that they are still in the process of being fully standardized.

The second group of adapted borrowings are words that are used in a way that is adapted to the phonetic, graphic and grammatical system of the Spanish language. This adaptation ensures their deep integration into the language system and, as a result, these words already become part of the local lexicon. For example, along with examples such as líder (leader), fútbol (football), estrés (stress), forms such

as mitin (meeting), eslogan (slogan), estándar (standard), túnel (tunnel), club → clubes, líder → líderes are also widely used. The adaptation process occurs at different levels: during phonetic adaptation, the pronunciation of words is adapted to the phonological rules of the Spanish language (stress → estrés), during graphic changes, the spelling form is adapted to the local spelling rules (football → fútbol), and during morphological integration, words acquire plurals and other grammatical suffixes (líder → líderes). These concepts are now perceived by users as a natural component of the language and their functional stability is greater.

The third group consists of loan translations, where the structure and meaning of English expressions are preserved. In this case, not the superficial form of the word, but the content and syntactic structure are adopted. For example, along with examples such as red social (social network), teléfono inteligente (smartphone), expressions such as correo electrónico (email), ratón (mouse), nube (in the context of cloud computing), página web (web page), base de datos (database) are also widespread. Loanwords serve to preserve the national characteristics of the language and act as an alternative terminological tool. Sometimes such expressions are used in parallel with the original English variants. In such cases, the choice among users varies depending on the meaning. Some loanwords, however, are less used because they sound artificial or long, and are replaced by direct borrowings.

Different types of words borrowed from English coexist, which reflects the flexibility of the language, its adaptability and the dynamics of its development in global communication.

Words borrowed from English used in modern Spanish mass media are not formal lexical units, but dynamic elements that have undergone semantic transformation. As such words are integrated into the semantic system of the language, their meaning changes, expands or becomes more specific, and as a result, new shades of meaning and contexts of use arise. This reflects the flexibility of media discourse and the adaptability of the language.

One of the most widespread forms of semantic transformations is semantic expansion. In this case, words borrowed from English go beyond their original meanings and begin to cover a wide conceptual area. For example, although the word coach was originally used only in the sense of "trainer" in the field of sports, in modern Spanish media this word is used in a broader functional framework, such as a personal development specialist (life coach), business consultant (business coach) or a motivator. The same situation is observed with the word leader. Thus, this word is gaining a broader meaning, not only as a "leader", but also as a person who creates ideas, has social influence or sets trends.

Although the term influencer initially referred to a person with influence on social media, it is now used in a broader sense in the context of advertising, marketing and shaping public opinion.

Another form of semantic change is semantic narrowing. In this case, the original polysemy of a word is reduced and only a certain meaning field gains dominance. For example, although the word ticket has various meanings in English such as "ticket", "fine receipt", "queue ticket", it is used more often in the meaning of "ticket" in Spanish media. Another example, while the word parking has both a process (parking) and a place meaning in English, it is mainly used in the meaning of "parking lot" in Spanish. The term rating has also been narrowed down and is used in the meaning of measuring television and media audiences. The third important feature is polysemy and contextual variability. In this case, the same word is used in a polysemous structure, acquiring different meanings in different contexts. For example, the word trend is used in various meanings such as "fashion trend" in the field of fashion, "tendency" in economic and statistical analysis, and "popular topic" in social media. The term platform, which is used in parallel with platform, is used in various meanings such as a software environment in technology, a broadcasting channel in media, and a means of communication in social contexts. The word challenge can also mean "difficulty", "competition task" or viral action in social media, depending on the context.

In addition, some words borrowed from English also acquire metaphorical and figurative meanings. For example, the word virus can be used not only as a medical term, but also in the sense of "rapidly spreading information" (contenido viral). The term boom is used to indicate rapid popularity growth in any field, as well as economic growth.

The lexical-semantic properties of words borrowed from English indicate that they are not passive lexical units, but, on the contrary, elements that create active changes in the semantic structure of the language and form new communicative possibilities. This clearly reflects the dynamism of modern media language and the functional flexibility of the language in the conditions of globalization.

In modern Spanish mass media, words borrowed from English act as functional elements that serve specific communicative purposes. Their use forms the

stylistic, semantic and pragmatic features of media discourse and is realized in various functional directions.

These words primarily perform an informative function. In modern times, new concepts emerging in the fields of technology, business and digital communication often initially arise in English, and therefore these terms enter the Spanish language without translation or with minimal changes. For example, along with words such as startup, podcast, streaming, software, terms such as app, login, webinar, blockchain, fintech are also widely used in media texts. Since such lexical units carry concrete and specific content, they serve to transmit information more accurately, concisely and efficiently. Words borrowed from English fill terminological gaps, increasing communicative effectiveness and meeting the requirements of the modern information environment.

Another important aspect is related to the prestige function. Since English is closely associated with technological development, innovation and international cooperation on a global scale, the use of words borrowed from this language creates a special stylistic effect in media discourse. Such words give the text a touch of modernity, professionalism and global integration. This is especially evident in advertising and marketing texts (branding, premium, bestseller, lifestyle), as well as in socio-political discourse. As a result, these words become not only a means of transmitting information, but also symbolic elements expressing a certain social status and ideological content.

In addition, words borrowed from English also perform an expressive function. In media texts, especially in headlines and social media content, these words are used to attract attention, create an emotional impact and provide stylistic dynamics. For example, short and memorable words such as top, hit, boom, trend, viral give the text an energetic and informal tone. This attracts the attention of the reader or viewer more quickly, makes the message easier to remember and enhances the communicative effect.

In some cases, these words also have an evaluative function. For example, expressions such as fake news, hype, scandal, success story are used to give a certain emotional or ideological assessment to events and increase the impact of media discourse. Words borrowed from English play a multifaceted functional role in Spanish media, shaping the style of the text, increasing its expressiveness and strengthening its impact on the audience.

The widespread use of English loanwords in modern Spanish media is a dual process in terms of language development. On the one hand, these loanwords enrich the lexical stock of the language, allow for faster and more adequate expression of new concepts, and facilitate integration into the global communication environment. Especially in the fields of technology, economics, and digital media, such expressions fill terminological gaps, increasing communicative efficiency.

On the other hand, this process makes the issue of protecting national language norms relevant. Their excessive and sometimes unnecessary use leads to the relegation of the internal lexical resources of the Spanish language to the background, the disappearance of existing words, and the disruption of the structural balance of the language. This in turn strengthens discussions about the identity and normative stability of the language.

In this context, language policy and normative regulation mechanisms are of particular importance. The activities of institutions such as the Real Academia Española play an important role in the formation of normative approaches to the Spanish language. This organization carries out systematic work to preserve the purity of the language, adapt new loanwords, or propose alternative equivalents. For example, in some cases, it is recommended to use Spanish equivalents instead of these words, but in practice, these recommendations are not fully implemented, as media discourse is often more flexible and open to global trends [1; 7].

It should be noted that language is a constantly evolving and changing system. In this regard, it is neither possible nor advisable to prevent the use of words borrowed from English. The main issue is to ensure their balanced and purposeful use. That is, to give them priority only when necessary and when semantic accuracy is required, and in other cases, the protection of national language resources is considered a more optimal approach.

The use of words borrowed from English in the Spanish media is both an indicator of language development and a phenomenon that requires a sensitive approach in terms of language policy. Scientific research conducted in this area allows for a deeper understanding of the mechanisms of language transformation in the context of globalization.

Conclusion. The results of the study indicate that in modern Spanish mass media, English-origin borrowings are active elements that cause multifaceted changes in the structural and functional system of the language. These words are formed as tools that create semantic flexibility, contextual adaptation and discursive diversity.

The study shows that words borrowed from English not only increase the communicative speed of the media language, but also serve to strengthen the connection with the global information environment. Their use in certain cases can affect the internal balance of the language and narrow the functional scope of traditional lexical units. Therefore, appropriateness, context compatibility and adherence to normative principles in their use are of particular importance [2].

In general, the presence of words borrowed from English in the Spanish media once again proves that language is not a closed system, but, on the contrary, is open and adaptive to external influences. The scientific study of this process is very important in terms of determining the directions of modern language development and contributing to a more efficient establishment of language policy.

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Афандієва Г. Р. ЛЕКСИКО-СЕМАНТИЧНИЙ АНАЛІЗ ЗАПОЗИЧЕНЬ З АНГЛІЙСЬКОЇ МОВИ В СУЧАСНИХ ІСПАНСЬКИХ ЗАСОБАХ МАСОВОЇ ІНФОРМАЦІЇ

Це дослідження присвячене вивченню лексико-семантичних характеристик запозичень англійського походження в сучасних іспанських засобах масової інформації. У роботі здійснено системний аналіз причин появи англіцизмів, шляхів їх проникнення в мову та особливостей їх вживання в медіадискурсі. Встановлено, що ці слова не лише слугують для вираження нових понять, а й зазнають семантичної трансформації, розширюючи функціональні можливості мови.

За результатами дослідження визначено, що в іспанських ЗМІ ці запозичення виконують інформативну, експресивну та престижну функції, а також впливають на формування глобального комунікаційного середовища. Водночас зауважено, що їх надмірне вживання може вплинути на нормативну систему мови та національний лексичний фонд. Отже, збалансоване й цілеспрямоване використання запозичень англійського походження має важливе значення для забезпечення оптимальної рівноваги між сучасним розвитком мови та збереженням національної мовної ідентичності.

В умовах стрімкого розвитку інформаційно-комунікаційних технологій міжмовна взаємодія значно посилилася. Така ситуація зумовлює швидку інтеграцію у сферах мови, культури, економіки та політики. Англійська мова посіла провідні позиції у сферах міжнародної комунікації, науки, технологій, бізнесу та медіа, а також у значних масштабах проникла в лексичні системи інших мов. Цей вплив проявляється в таких процесах, як поява нових лексичних одиниць в іспанській мові, семантична трансформація наявних слів і зміни мовних норм.

Ключові слова: *запозичення англійського походження, іспанська мова, засоби масової інформації, лексико-семантичний аналіз, глобалізація, медіадискурс.*

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